

Best Coffee brand identity design

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Abstract: In the context of increasingly fierce competition among coffee producers, designing a professional brand identity for Best Coffee to enhance the brand's awareness and market position is extremely necessary. This project aims to build a comprehensive brand identity system, including a logo, colors, typography, and practical applications such as product packaging. The research method will combine branding theory with experimentation to optimize the communication effectiveness of the Best Coffee brand. It is expected that completing this identity system will help strengthen Best Coffee's competitive position in the market and enhance brand recognition in the eyes of customers.

Keywords: Brand identity system, Branding, Coffee, Marketing, Design thinking